

# Brand Guidelines



# VANESSA HUNG

Legal Counsel (Regulatory & Product), Crypto.com

Vanessa Hung is a Hong Kong-qualified lawyer specialising in regulatory compliance and product development in the digital-asset and fintech sector. She is Legal Counsel (Regulatory & Product) at Crypto.com.

The aim of these guidelines is to present the elements of Vanessa's personal identity — monogram, colour, typography, imagery, and words — and to show how they combine, so that anything carrying her name is consistent, and unmistakably hers.

The identity is her own: the "Enchanted Forest" palette — emerald, champagne, and ivory, candle-lit on its dark surfaces — set in the same quiet, Inter-led system as the family of sites it belongs to. The VH monogram is the structural twin of henrychong.com's mark: a solid tile, with the identity's one sanctioned gradient running through the letterforms.

These pages are written for the editors, designers, and colleagues who present Vanessa — in press, in print, and on screen. Content and branding decisions are hers; these pages are how everyone else keeps to them.



|    |                  |    |
|----|------------------|----|
| 01 | Monogram         | 04 |
| 02 | Colour           | 08 |
| 03 | Typography       | 12 |
| 04 | Imagery          | 16 |
| 05 | Words            | 18 |
|    | Assets & Contact | 20 |

Content and branding decisions are **Vanessa's** — these pages are how everyone else keeps to them.

01

# Monogram

Two letters in candlelight on deep emerald — the one place in the identity where a gradient is allowed to burn.

The monogram consists of the letters 'V' and 'H' in a bold, sans-serif typeface. The letters are filled with a vertical gradient that transitions from a warm, golden-yellow at the top to a bright, clean white at the bottom. This monogram is centered within a thin, light-colored rounded square border.

## The VH monogram

The monogram is the single graphic identifier of the personal brand: the letters **VH** set in Inter, outlined to vector paths, on a solid deep-emerald tile, with a champagne gradient rising through the letterforms.

**That gradient is the identity’s one sanctioned gradient surface.** Everywhere else — pages, panels, buttons, artwork — the discipline is flat colour; the mark alone carries light.

The artwork is deterministic: frozen vector paths, never live text, so the mark renders identically everywhere with no font dependency. It is the structural twin of henrychong.com’s mark — solid tile, gradient type — in her palette.



Symbol — primary artwork (SVG)

|                |                                                                                                |
|----------------|------------------------------------------------------------------------------------------------|
| Tile           | Deep emerald #022B22, corner radius 18% of tile width                                          |
| Letterforms    | Inter, outlined to paths — never a live text element                                           |
| Gradient       | Champagne #B2A079 → #E8E3D0, through the letterforms only                                      |
| Canonical file | assets.vanessahung.net/favicon/favicon.svg                                                     |
| Raster set     | favicon.ico · apple-touch-icon.png (full-bleed tile; iOS masks its own corners)                |
| Provenance     | Candidate D2 of the Enchanted Forest exploration, selected 2026-08-07 after a live trial of D1 |

# Clear space & minimum size

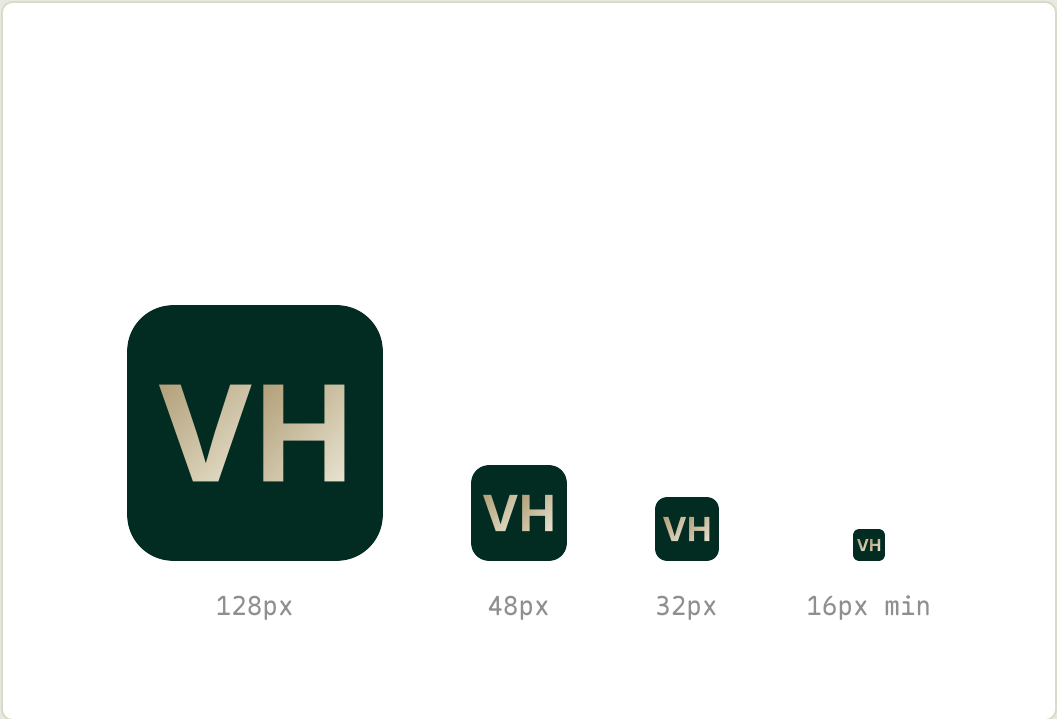
Preserve a margin of clear space around all four sides equal to **20% of the tile width**. No other graphic element or text may enter this area. The zone may be slightly reduced in cramped electronic contexts — favicons and app grids supply their own spacing.

The minimum reproduction size is **16 px** on screen and **6 mm** in print — below these the gradient reads as a single flat tone and the counters close up.

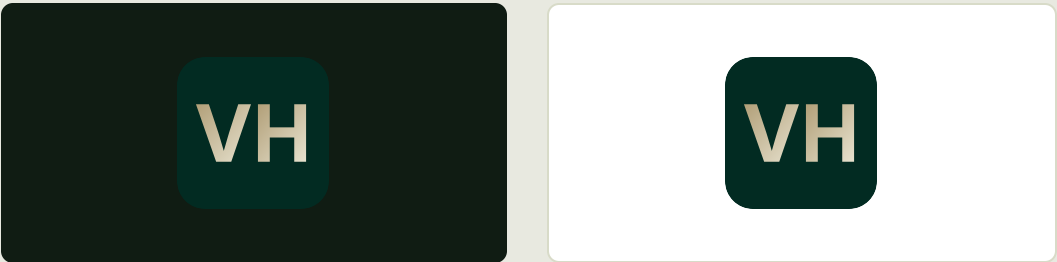
Always serve the mark from its canonical URL. It is hosted once, on the site’s asset host, and referenced absolutely — the repository bundles no copies, so a single overwrite updates every surface.



Clear space — 20% of tile width on all sides



Scale — browser tab to title page



On dark and light — the tile carries its own contrast

Misuse

The mark shown on the previous pages is the only authorised form. No alternate versions are permitted.

The general rule is simpler than the list: **use the artwork as supplied, from the canonical URL, and change nothing.** Two failures are particular to this mark — flattening its gradient (the one place the identity carries light) and extending gradients anywhere else.



**Do not** recolour the tile or the letterforms



**Do not** flatten or dull the letterform gradient — it is the mark’s light



**Do not** re-set the letters as live text in any face



**Do not** stretch, compress, or distort



**Do not** rotate or tilt the mark

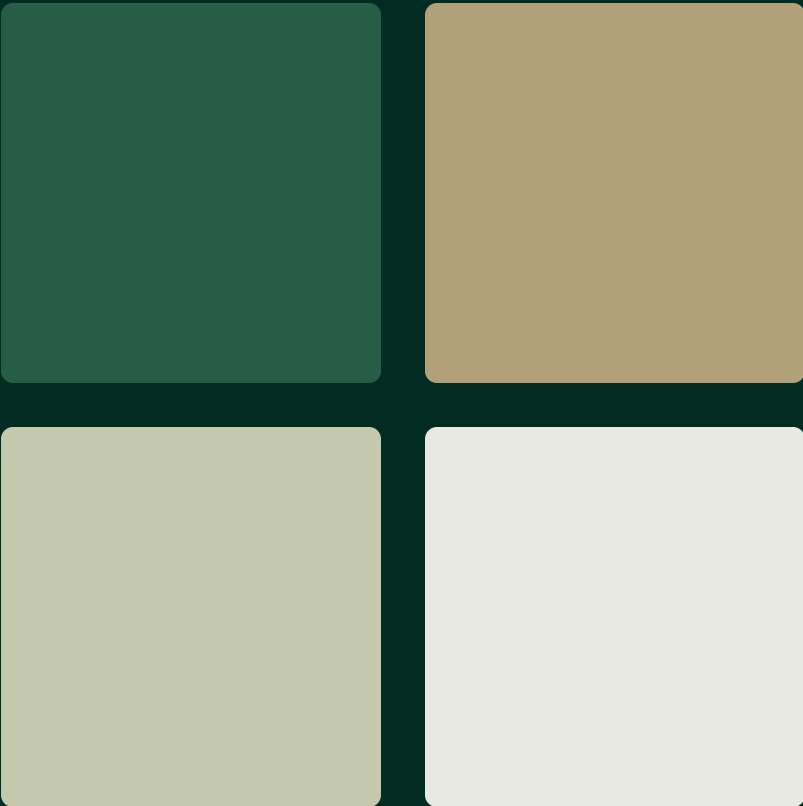


**Do not** place it on clashing or low-contrast grounds

02

# Colour

Emerald for authority, champagne for candlelight, ivory for calm — and never a gradient between them.



## Core palette

The “Enchanted Forest” palette: **Emerald**, the primary; **Deep Emerald**, the signature ground of every dark surface; **Champagne**, the accent — never a primary fill; **Charcoal** for body copy; and **Pale Sage** for borders and quiet dividers.

CMYK values are uncoated conversions computed from the hex values — verify with the printer before plate work. Tint steps are drawn from the token ramps overleaf; pick from the ramps rather than mixing new tones.

Emerald

#275D46  
R39 G93 B70  
C58 M0 Y25 K64

Deep Emerald

#022B22  
R2 G43 B34  
C95 M0 Y21 K83

Champagne

#B2A079  
R178 G160 B121  
C0 M10 Y32 K30

Pale Sage

#C4C8AC  
R196 G200 B172  
C2 M0 Y14 K22

SUPPORTING TONES

charcoal #333333 · body

mist #E8E9E0 · light ground

ink #101C13 · dark ground

raised #16241B · dark card

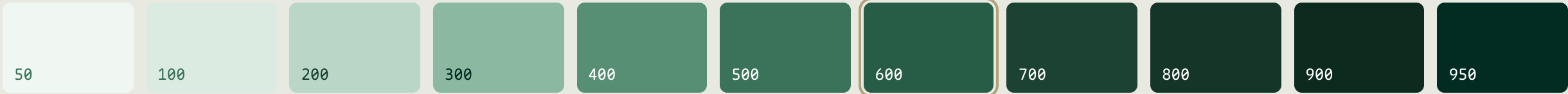
edge #2A4335 · dark border

## Working ramps

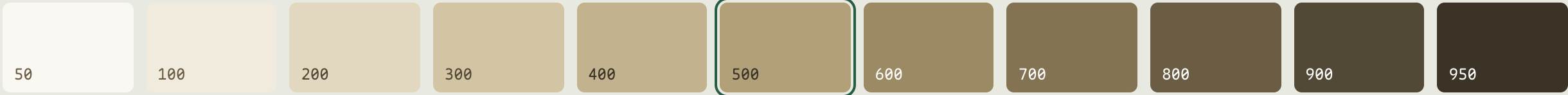
On screen the two brand hues expand into token ramps — **primary**, from Emerald, for structure and CTAs (600 is the canonical emerald; 700 the button-hover tone; 950 the signature deep); and **accent**, the champagne scale, for eyebrows, hairlines, icons, and hover highlights only. Champagne as small text on light surfaces uses accent-700.

**Dark mode is forest-anchored, never grey:** ink ground, raised cards, white body text, and champagne — candlelight, not neon — for links, icons, and accents.

### PRIMARY — FROM EMERALD



### ACCENT — THE CHAMPAGNE SCALE



#### Roles

Headings on light — Emerald · body copy — Charcoal · CTAs — primary-600, hover 700 · eyebrows, rules, icons — Champagne (accent-700 as small text on light) · borders — Pale Sage · grounds — White / mist

#### Dark mode

Ink ground · raised cards · edge borders · white text · champagne links and accents — candlelight on deep green.

## Discipline & accessibility

The surface discipline is deliberately quiet: **no gradients** anywhere but the monogram’s letterforms, no glass, shadows no deeper than a whisper, corner radii no rounder than 6 px.

The contrast table is why the rules hold. Emerald and charcoal carry text; champagne does not — it fails body-text thresholds on white, which is exactly why it is confined to accents, hairlines, and dark grounds, where it earns AA as candlelight.

|                                                                                                                                     |                                                                                                     |                                                                                          |
|-------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------|
| <b>Flat colour only</b><br>The monogram is the one sanctioned gradient surface — everything else is a single fill from the palette. | <b>Depth ceiling</b><br>Nothing above shadow-sm; elevation comes from hairlines and tone, not blur. | <b>Radius ceiling</b><br>Corners cap at rounded-md (6 px) — softened, never pill-shaped. |
|-------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------|

| PAIRING                   | RATIO    | WCAG  | USE                                                                     |
|---------------------------|----------|-------|-------------------------------------------------------------------------|
| Emerald on White          | 7.7 : 1  | AAA   | Headings, CTAs on light surfaces                                        |
| White on Emerald          | 7.7 : 1  | AAA   | Button labels, filled panels                                            |
| Charcoal on White         | 12.6 : 1 | AAA   | Body copy on light                                                      |
| Charcoal on Mist          | 10.3 : 1 | AAA   | Body copy on the ivory-sage ground                                      |
| White on Deep Emerald     | 15.3 : 1 | AAA   | Divider titles, cover text                                              |
| Champagne on Deep Emerald | 6.0 : 1  | AA    | Accents and labels on the signature ground                              |
| Champagne on Ink          | 6.9 : 1  | AA    | Dark-mode links, icons, accents                                         |
| Champagne on White        | 2.6 : 1  | Fails | Decorative accents only — small text on light uses accent-700 (4.6 : 1) |

03

# Typography

One Latin face for everything read, one mono for everything technical, two Noto faces for Chinese — all self-hosted.

Aa  
{ }

Inter

**Inter** is the single Latin typeface: display, body, interface, and documents alike. It is used as a variable font with the full 100–900 weight axis and true italics, with optical sizing engaged everywhere (`font-optical-sizing: auto`).

There is no separate logotype — where a wordmark is needed, the name is set in Inter SemiBold with wide tracking, as on the cover of this document.

The fallback is the system sans, deliberately with no intermediate web font: an asset outage degrades quietly to the reader’s native stack.

The quick brown fox  
**jumps over the lazy dog**

Light 300 — large display statements

Medium 500 — labels, buttons, links

**Bold 700 — page titles, the monogram**

Regular 400 — body text

**SemiBold 600 — headings, the name-as-wordmark**

*Italic — true italics for titles & emphasis*

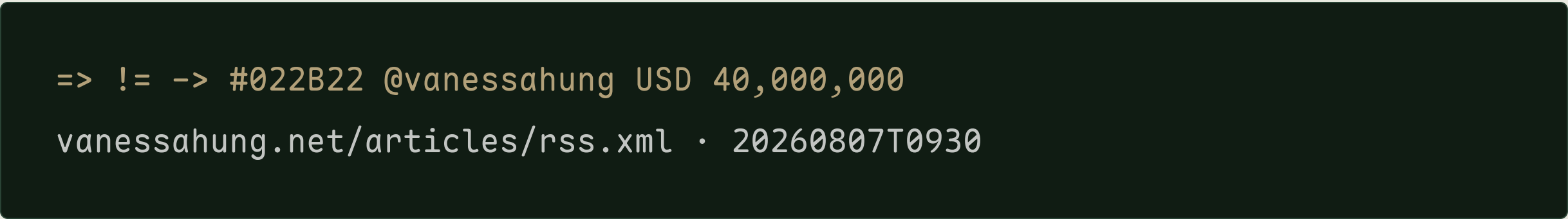
Canonical weights: **400 / 500 / 600 / 700**, with 300 reserved for large display settings. Headings are sentence case — never all caps outside the tracked eyebrow-label style.

## Maple Mono NL & Noto Sans

**Maple Mono NL** sets everything technical: URLs, dates, file names, and code. The NL build strips coding ligatures so characters render literally, and its character-variant features (cv01, cv32–cv37) are mandatory wherever the face appears.

**Noto Sans SC and TC** carry Simplified and Traditional Chinese, activated per locale. For a trilingual practice — English, Cantonese, and Mandarin — these are first-class brand faces, not an afterthought; Traditional is the home script (zh-HK).

All four families are SIL OFL licensed and self-hosted at [assets.henrychong.com/fonts/](https://assets.henrychong.com/fonts/) — the personal sites’ shared font host, free of any corporate-estate dependency, font CDNs, and tracking.



Maple Mono NL — ligatures off, character variants on

數字資產與金融科技法律顧問

Noto Sans TC — zh-HK / zh-TW (the home script)

数字资产与金融科技法律顾问

Noto Sans SC — zh-CN / zh-SG / zh-MY

## Type in practice

The working scale from vanessahung.net. Sizes step down gracefully on small screens; line length stays near 70 characters for reading comfort.

Headings are Emerald on light and White on dark; body copy is Charcoal, never pure black; links are emerald on light and champagne on dark. Emphasis is italic; bold is structural.

| ROLE              | FACE & WEIGHT         | SIZE       | NOTES                                                      |
|-------------------|-----------------------|------------|------------------------------------------------------------|
| Page title        | Inter Bold 700        | 48 / 36 px | Emerald; tight leading                                     |
| Section heading   | Inter SemiBold 600    | 30 px      | Sentence case                                              |
| Card / item title | Inter SemiBold 600    | 20 px      |                                                            |
| Body              | Inter Regular 400     | 16–18 px   | Charcoal; line height 1.75 in long-form prose              |
| Eyebrow / label   | Inter Medium 500      | 12–14 px   | Uppercase, tracked; accent-700 on light, champagne on dark |
| Technical / dates | Maple Mono NL 400–500 | 14–16 px   | URLs, timestamps, 404 paths                                |

SPECIMEN — THE REGISTER OF THE PRACTICE

At Crypto.com, Vanessa is a key legal advisor to the group’s regulated virtual-asset exchange and OTC businesses, advising on licensing and regulatory strategy across Asia-Pacific, the UAE, and the EEA.

04

# Imagery

One studio portrait, used consistently — and artwork that keeps to hairlines and flat colour.



## Photography

The approved photography is the **studio portrait** (935 × 1402), supplied from the media kit at [vanessahung.net/media-kit](https://vanessahung.net/media-kit) — also the site’s home-page image — and its **400 × 400 avatar crop**, served with the site’s assets at [assets.vanessahung.net/avatar.jpg](https://assets.vanessahung.net/avatar.jpg).

**Use them as supplied.** No filters, recolouring, mirroring, compositing, or AI alteration; crop only to the aspect a layout requires. The portrait suits web and small print; print-grade originals are available on request when a larger reproduction is needed.

Future article covers are flat-colour infographics in the palette, framed by the champagne hairline — drawn artwork, never stock photography.



Portrait — press use, home hero, and og:image



Avatar — profile pictures & subpage og:images

No banner asset exists, deliberately — sections that would need one are omitted rather than improvised.

05

# Words

Only what is published, only what is approved — and never a detail the privacy boundary excludes.

*Professional, approved, and nothing more.*

The rule every word in Vanessa's name obeys

## The governance

Vanessa’s words are governed by three rules, and they bind everyone who presents her — the site, the channels, the documents, and any third party working from this kit.

The register you can quote is already published; the register you need newly written comes from Vanessa herself.

### The biography is approved copy

The published biography is the only biography. It changes with Vanessa’s approval and in no other way, and every copy — the site page, the data, the PDF and DOCX — moves together.

### Articles are verbatim

When her published work is reproduced — on the site or anywhere else — it is word for word, with the canonical source attributed. The articles section awaits her first piece; the doctrine is already in force.

### The privacy boundary

Presenting Vanessa uses only professional, publicly-published material. No personal contact details, addresses, or private facts appear anywhere — in any document, channel, or caption. The sole contact route is her LinkedIn.

### The authority

Content and branding decisions are Vanessa’s. Anything new in her name — a quote, a statement, a biography change — comes from her, not from a template or a colleague.

# Assets & contact

|                         |                                               |
|-------------------------|-----------------------------------------------|
| Media kit               | <code>vanessahung.net/media-kit</code>        |
| This document           | <code>vanessahung.net/brand-guidelines</code> |
| Biography               | <code>vanessahung.net/bio</code>              |
| Site & media-kit assets | <code>assets.vanessahung.net</code>           |
| Editorial imagery       | <code>content.vanessahung.net</code>          |
| Enquiries               | <code>vanessahung.net/linkedin</code>         |

The photography and biography in the media kit are supplied for press and editorial use. For any use of the monogram beyond press contexts — and for anything the media kit does not answer — ask first, via LinkedIn.

*The identity is quiet by design: emerald, champagne, and only what Vanessa has approved. Kept to these pages, everything in her name stays hers.*

